



News Release

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City PSA receives international marketing award

RIVERSIDE, Calif. – Two City of Riverside Government TV public service announcements recently won prestigious Association of Marketing and Communication (MarCom) Awards.

A gold award went to a 30-second PSA advising pet owners to spay or neuter their dogs and cats. Another city entry highlighting the move of passport services to a new location won an honorable mention in the PSA category as well.

According to a MarCom news release, only 18 percent of the 6,000 worldwide entries were awarded gold awards and 10 percent received honorable mention.

From concept to editing, both entries were entirely produced by the city's GTV staff.

"GTV is consistently creating high quality productions and we are delighted to have this recognized through these prestigious MarCom awards," said Mayor Ron Loveridge. "I hear quite frequently from residents who are tuning in more and more to GTV. Providing them with interesting shows and informative PSAs will ensure this trend continues."

Go to www.watchriverside.com to view the videos.

GTV programming is available for cable subscribers in Riverside at Charter, Channel 3; Verizon, Channel 21; and AT&T, Channel 99.

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